



Reach your customers where they are.

# Catalog of our solutions

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A large panel of efficient solutions to  
connect your brand to your clients.

Points Plus Punten S.A./N.V.  
Brusselsesteenweg 347  
B-1730 Asse  
[www.mediamarketingdelhaize.be](http://www.mediamarketingdelhaize.be)

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



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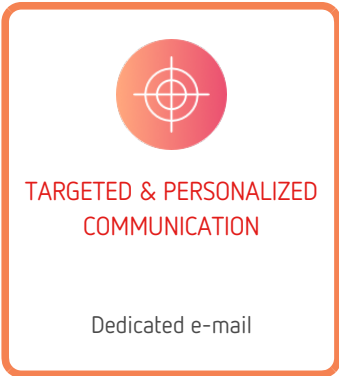
## TARGETED & PERSONALIZED COMMUNICATION

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- ⊕ DEDICATED E-MAIL
- ⊕ INSERT E-MAIL
- ⊕ DEDICATED DIRECT MAIL



# Dedicated e-mail



E-mail dedicated to only one advertiser sent to a specific target:

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Choose the quantity you want to target... there is no limit !

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

### Included in the price:

- KPI1 - #Open rate (FR + NL)
- KPI2 - #Click open rate (FR + NL)
- KPI3 - Click-Through-Rate (FR+NL)

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



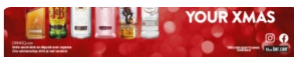
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Bonjour,  
Que diriez-vous de siroter un délicieux cocktail, confortablement installé dans votre canapé, pour vous relaxer après cette année mouvementée ? Delhaize a pensé à tout et vous offre une promo envoi pour encore mieux profiter de vos vacances !

-0,50€\* sur une sélection d'alcools forts en plus des promos folder  
Imaginez votre coupain et profitez d'une réduction de 0,50€\* sur les spiritueux suivants : Johnnie Walker Red Label 70 cl, J&B Rare 70 cl, Gordon's London Dry 70 cl, Gordon's Premium Pink 70 cl, Captain Morgan Spiced Gold 70 cl et Smirnoff Red 70 cl. En bref, il y en a pour tous les goûts !

Un petit Johnnie & Ginger ?  
Rien de tel que de déguster son cocktail préféré. Mais... peut-être avez-



Bonjour Joris,  
Nos bébés méritent le meilleur, pas vrai ? Oui, mais... comment le leur offrir ? En variant leur menu avec des plats 100% végétaux et bio, par exemple. C'est désormais possible, grâce à Nestlé Natures Bio !

Aujourd'hui, certains parents mangent moins de viande : c'est meilleur pour la santé et la planète. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon filleul ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions est... "OUI" !



Bonjour,  
Envie de pimenter votre soirée télé ? Organisez une dégustation de chips et de bières ! Les experts foodpairing de Lay's® ont créé LE guide ultime pour vous :

1. On se la joue cool pour commencer avec Lay's Strong® Chilli & Lime et Hoegaarden White® 0,0%
2. On ajoute un peu de piquant avec Lay's Strong® Hot Chicken Wings et Jupiler® 10,0%
3. On opte pour la plus intense des expériences gustatives avec Lay's Strong® Italiano & Cheese et Corona®



Hallo,  
Niet alleen het nieuwe jaar staat voor de deur, we staan zelf ook voor de deur... van onze lapper. Dat wil niet zeggen dat je niet stralend voor de dag kan komen op kerstavond!

Voor jouw haar is alleen het beste goed genoeg!  
Zin om van stijl te veranderen of je kleur een opfrisbeurt te geven? Dat kan gemakkelijk met de haardeurproducten van SYOSS. Ze zijn van professionele kwaliteit en zorgen voor een salonwaardig resultaat. Met een SYOSS-haarkleur geef je je haar een blijvende, stralende kleur met een perfecte grijsdekking. Maar liefst 99% van alle vrouwen die SYOSS-producten gebruiken zijn uiterst tevreden!



# TARGETED & PERSONALIZED COMMUNICATION

## INSERT E-MAIL



### Mass Insert e-mail

Insert of a branded banner in the Delhaize weekly e-news

- Highlight of an existing promotion
- Information
- Innovation
- Choose the quantity you want to target...there is no limit!



### Segmented Insert e-mail

Insert of a branded banner in the Delhaize weekly e-news

- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories

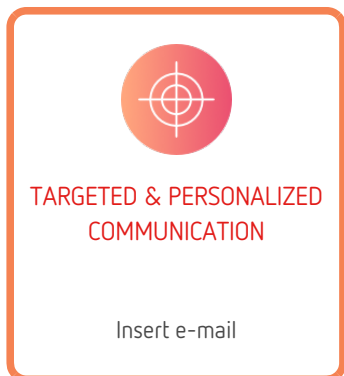




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# Mass Insert e-mail



Insert of a branded banner in the Delhaize weekly e-news

- Highlight of an existing promotion
- Information
- Innovation
- Choose the quantity you want to target...there is no limit!

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Look & feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on Delhaize.be
- Sent on Thursday

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Open rate (FR+NL)
- KPI2 - #Click open rate (FR+NL)
- KPI3 - #Click Through Rate (FR+NL)

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



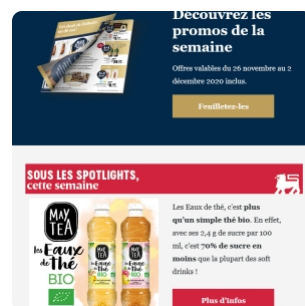
TRIAL



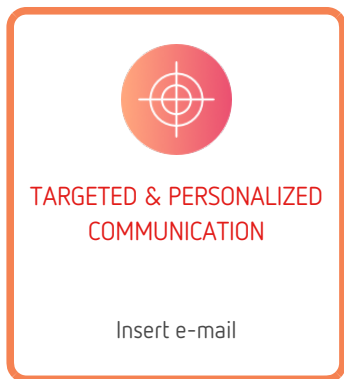
ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



# Segmented Insert e-mail



Insert of a branded banner in the Delhaize weekly e-news

- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories

### Duration

1 sending

### Nice to know

- Look & Feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on the site Delhaize.be
- Sent on Thursday

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Open rate (FR+NL)
- KPI2 - #Click open rate (FR+NL)
- KPI3 - #Click Through Rate (FR+NL)

### Sample pictures

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



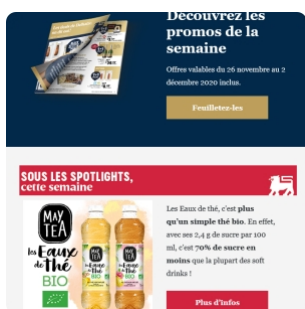
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING





# TARGETED & PERSONALIZED COMMUNICATION

## DEDICATED DIRECT MAIL



**DEMAK'UP**  
 Pour de meilleures toilettes, changez de marque et bénéficiez de la dernière innovation de la marque. Découvrez le nouveau produit et bénéficiez de la dernière innovation de la marque. Découvrez le nouveau produit et bénéficiez de la dernière innovation de la marque.

**TENA**  
 Les produits TENA offrent une protection optimale contre les fuites, même les plus importantes. Ils sont conçus pour offrir une protection optimale contre les fuites, même les plus importantes. Ils sont conçus pour offrir une protection optimale contre les fuites, même les plus importantes.

**BON PRODUIT**  
 -2€  
 -2€  
 -4€

### Selfmailer double or triple

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- Up to 2 or 3 coupons offer



**SPOTLIGHTS, cette semaine**

**SAVEURS HIVERNALES STARBUCKS; TOUT EN CHEZ VOUS**

**-2€ pour 2**

STARBUCKS HOLIDAY BLEND ET STARBUCKS TOFFEE NUT LATTE

### A5 postcard


A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- 1 coupon offer





# Selfmailer double or triple



**TARGETED & PERSONALIZED COMMUNICATION**

Dedicated Direct Mail

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- Up to 2 or 3 coupons offer

### Duration

1 sending

### Media Booking

13 weeks

### Nice to know

- Offer coupon value: Min 20%
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Participation rate
- KPI2 - #Redemption

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONING



CROSS/UPSELLING






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# A5 postcard



**TARGETED & PERSONALIZED COMMUNICATION**

Dedicated Direct Mail

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- 1 coupon offer

### Duration

1 sending

### Media Booking

13 weeks

### Nice to know

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Participation rate
- KPI2 - # redemption

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CROSS/UPSELLING



**SPOTLIGHTS, cette semaine**

**LE SEUL VRAI**

**MAINTENANT AUSSI SANS LACTOSE**



LES GOURMANDS INTÉRESSÉS AU LACTOSE PEUVENT SAVOURER LE GOÛT UNIQUE ET INCOMPARABLE

**Du Cécémel sans lactose?!**

Oui, ça existe : c'est le Cécémel sans lactose. Les gourmands intolérants au lactose peuvent donc (enfin) savourer le goût unique et incomparable de Cécémel. Comme tous les autres produits de Cécémel, il a aussi obtenu un Nutri-Score B. Pour profiter chaque jour du seul vrai.

Vous trouverez le Cécémel sans lactose au rayon crèmerie de votre supermarché Delhaize.

**BON PRODUIT**

Valable du 22/10/2020 jusqu'au 18/11/2020 inclus

à l'achat de 1L Cécémel lactose free

**-1€**



**Plantaardig zachtheid**

**Soupline**

Biologisch afbreekbare formule

Fles van 100% gerecycleerd plastic

Milieuvriendelijk product



Ontdek de nieuwe lijn Soupline van plantaardige oorsprong, de zachtheid van Soupline gecombineerd met de lichteheid van de natuur: een dermatologisch geteste formule voor een zachte was gehuld in een onweerstaanbaar parfum met natuurlijke extracten. Maak kennis met de twee subtielste geuren die nu bij uw Delhaize-supermarkt verkrijgbaar zijn:

**Witte Bloemen noten & Linnen Bloem noten.**

Tot binnenkort, Uw Delhaize-team

**BON OP PRODUCT**

Geldig t.e.m. 02/12/2020.

Bij aankoop van een Soupline wasverzacher

**-2€**





## ONLINE COMMUNICATION AND ACTIVATION

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- + BANNERING
- + ONLINE ORDERS
- + SEARCH BOX
- + CONTENT & INSPIRATION





# ONLINE COMMUNICATION AND ACTIVATION

## BANNERING



### Online Targeted Ads

Packages adapted to all brand objectives:

- Pressure Pack: Visibility on the Category & Search page
- Premium Pack: Visibility on the Homepage, Category & Search page



### Full Reach Visibility

Target shoppers and boost the visibility of your range of products on Delhaize.be through a valuable set of targeted ads:

Visibility on the Category, Search, Home Page & Home Page Eshop

- 1 Flagship Home Page Delhaize.be
- 1 Flagship Home Page Eshop
- 1 Flagship Check out
- 1 Butterfly Category
- 1 Butterfly Keywords



### Extended Audience

SEA

- Advertising on **Google Ads** will allow you to bid for ad placement on the search when someone searches on a keyword that you have chosen.

Display

- Display is the grouping name of all banner types. Delhaize is buying this bannering placements on qualitative whitelisted third party network (De Standaard, Le Soir, De Morgen, La Libre, ...). The target group is chosen by you and it will be delivered within those parameters.

Native

- Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed!

Extended Audience has to be booked always in combination with an MMD online campaign.



### Promo Visibility

Boost your sales by highlighting your promotion on Delhaize.be through a valuable set of targeted ads:

- Only for a promo communication
- Visibility on the Category, Promo & Search page
- Includes: 1 promo banner, 1 flagship categories & keywords



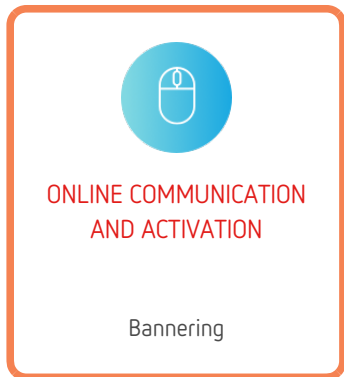
### Store Locator Banner

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page



# Online Targeted Ads



Packages adapted to all brand objectives:

- Pressure Pack: Visibility on the Category & Search page
- Premium Pack: Visibility on the Homepage, Category & Search page

## Duration

14 days

## Media Booking

6 weeks

## Nice to know

- Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey: Home page, Category page, Search page and Order confirmation page.
- Targeting based on cold data (purchase history), hot data (real time page views, searched keywords, shopping basket content,...) and exogenous data (weather forecast, results,...)
- Adblock free
- Native design
- 100% responsive design
- Prices, description, stocks,... dynamics and updated in real time
- Direct "add to basket" and "add to shopping list"
- Possibility to promote up to 5 references via a carousel system
- Creatives to be provided by the client

## Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- # impressions per format
- Interaction rate
- Revenue evolution
- Conversion rate
- Campaign reach
- Engagement rate
- Market share evolution
- Top 10 categories by main interaction
- Top 10 keywords by main interaction
- Sales performance (unit and revenue evolution before/during/after)
- Shopper repartition Recruited vs. Rebuyers
- Multi devices analysis

## Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



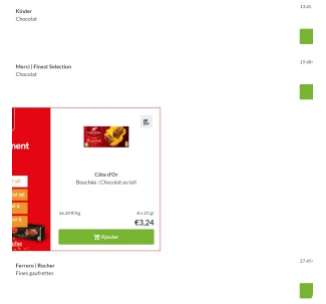
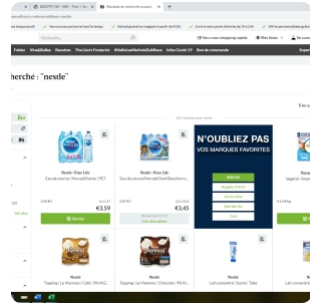
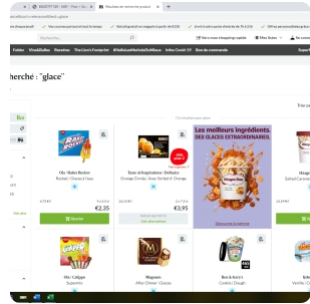
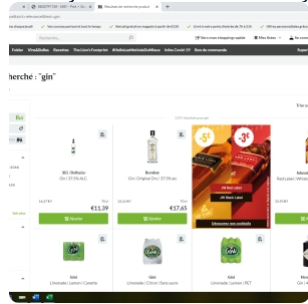
CROSS/UPSELLING






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# Promo Visibility



**ONLINE COMMUNICATION  
AND ACTIVATION**

Bannering

Boost your sales by highlighting your promotion on Delhaize.be through a valuable set of targeted ads:

- Only for a promo communication
- Visibility on the Category, Promo & Search page
- Includes: 1 promo banner, 1 flagship categories & keywords

### Duration

1 week

### Media Booking

7 weeks

### Nice to know

- Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey: Home page, Category page, Search page and Order confirmation page.
- Targeting based on cold data (purchase history), hot data (real time page views, searched keywords, shopping basket content,...) and exogenous data (weather forecast, results,...)
- Adblock free
- 100% responsive design
- Native design
- Prices, description, stocks,... dynamics and updated in real time
- Direct "add to basket" and "add to shopping list"
- Possibility to promote up to 5 references via a carousel system
- Up to 42K page views/week on the Promo page
- Creatives to be provided by the client
- Only valid to amplify D2D promotion

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- # impressions per format
- Interaction rate
- Revenue evolution
- Conversion rate
- Campaign reach
- Engagement rate
- Market share evolution
- Top 10 categories by main interaction
- Top 10 keywords by main interaction
- Sales performance (unit and revenue evolution before/during/after)
- Shopper repartition Recruited vs. Rebuyers
- Multi devices analysis

### Sample pictures



## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION




ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



# Full Reach Visibility



**ONLINE COMMUNICATION  
AND ACTIVATION**

Bannering

Target shoppers and boost the visibility of your range of products on Delhaize.be through a valuable set of targeted ads:

Visibility on the Category, Search, Home Page & Home Page Eshop

- 1 Flagship Home Page Delhaize.be
- 1 Flagship Home Page Eshop
- 1 Flagship Check out
- 1 Butterfly Category
- 1 Butterfly Keywords

### Duration

1 week

### Media Booking

6 weeks

### Nice to know

- Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey: Home page, Category page, Search page and Order confirmation page.
- Targeting based on cold data (purchase history), hot data (real time page views, searched keywords, shopping basket content,...) and exogenous data (weather forecast, results,...)
- Adblock free
- Native design
- 100% responsive design
- Prices, description, stocks,... dynamics and updated in real time
- Direct "add to basket" and "add to shopping list"
- Possibility to promote up to 5 references via a carousel system
- Up to 150K impressions / week
- Creatives to be provided by the client

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- # impressions per format
- Interaction rate
- Revenue evolution
- Conversion rate
- Campaign reach
- Engagement rate
- Market share evolution
- Top 10 categories by main interaction
- Top 10 keywords by main interaction
- Sales performance (unit and revenue evolution before/during/after)
- Shopper repartition Recruited vs. Rebuyers
- Multi devices analysis

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



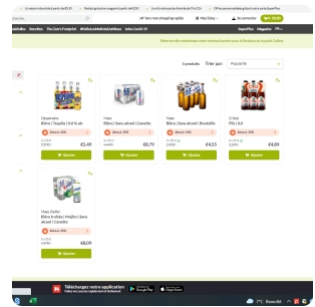
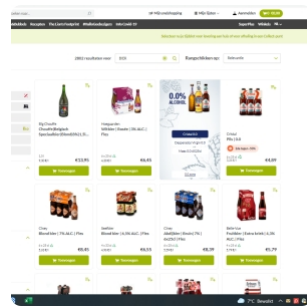
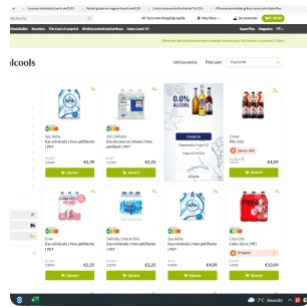
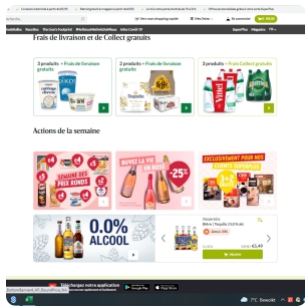





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### Sample pictures



# Store Locator Banner



**ONLINE COMMUNICATION  
AND ACTIVATION**

Bannering

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page

### Duration

1 week

### Media Booking

4 weeks

### Nice to know

- Visibility on a page that is visited by another target group of Delhaize.be
- On average 40.000 visits per month
- Exclusivity: only one banner / week
- Possibility to link with existing promotion instore or brand page
- No further targeting possible

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



INSPIRATION



ENGAGEMENT / CONSIDERATION



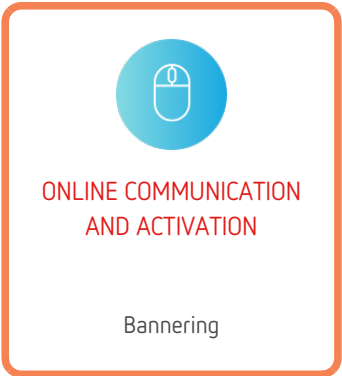
BRAND POSITIONNING



### Sample pictures



# Extended Audience



### SEA

- Advertising on **Google Ads** will allow you to bid for ad placement on the search when someone searches on a keyword that you have chosen.

### Display

- Display is the grouping name of all banner types. Delhaize is buying this bannering placements on qualitative whitelisted third party network (De Standaard, Le Soir, De Morgen, La Libre, ...). The target group is chosen by you and it will be delivered within those parameters.

### Native

- Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed!

Extended Audience has to be booked always in combination with an MMD online campaign.

### Duration

1 week until 8 weeks depending on the goal of your campaign: Promo 1 week, Positioning 2 weeks, Awareness 4 weeks, Always-on 8 weeks

### Media Booking

8 weeks

### Nice to know

- Increase reach
- Build awareness and notoriety for your brand
- Qualified audiences (based upon shopping and website behavior actual Delhaize.be visitors)
- Qualitative environments (whitelisted domains, brand safe)
- Use Delhaize.be as a supplementary distribution/information platform (for those brands that do not have an e shop or website, Facebook page, ...)
- Increase Audience (online and offline)
- "Recommended by a powerful brand (Delhaize)"

### Sample pictures

## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



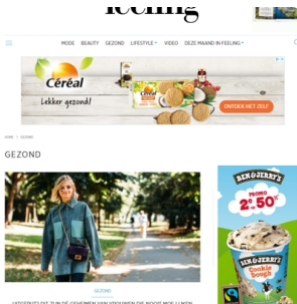
#### CALL TO ACTION





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# ONLINE COMMUNICATION AND ACTIVATION

## ONLINE ORDERS

1 produit = Frais Collect gratuits



### Push product for Free Collect

- Free Collect cost for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder



### Product sampling

Free product added to the consumer's order.

3 produits = Frais de livraison gratuits



### Push product for Free Delivery

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder




### ZigZagvertising

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!



# Push product for Free Collect



**ONLINE COMMUNICATION AND ACTIVATION**

Online orders

- Free Collect cost for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

### Duration

1 week

### Media Booking

10 weeks

### Nice to know

- Max. 10 SKU
- No promopack
- No other promotion at the same time
- No frozen product
- Up to 3 slots/week

! Important !

The total value of the bought products must be between 4€ and 15€.

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - # unit sales
- KPI2 - # sales uplift %
- KPI3 - # buying rate

### Sample pictures

## OBJECTIVES

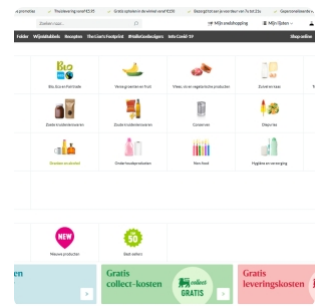
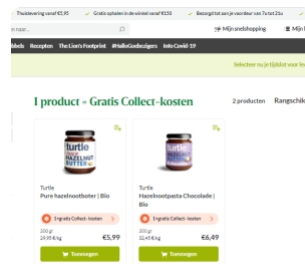
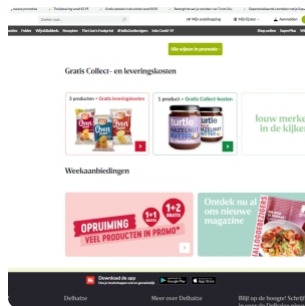
CONVERSION




CALL TO ACTION



TRIAL



# Push product for Free Delivery



**ONLINE COMMUNICATION AND ACTIVATION**

Online orders

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

## Duration

1 week

## Media Booking

10 weeks

## Nice to know

- Up to 3 slots/week (as from 2022)
- Max. 10 SKU
- No promopack
- No other promotion at the same time
- No frozen product

! Important !

The total value of the bought products must be between 7€ and 15€.

## Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Unit sales
- KPI2 - #Sales uplift %
- KPI3 - #Buying rate

## Sample pictures

## OBJECTIVES

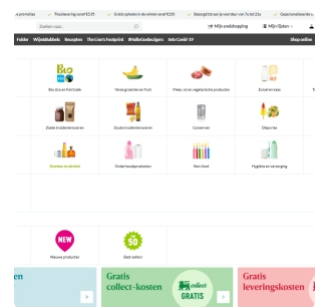
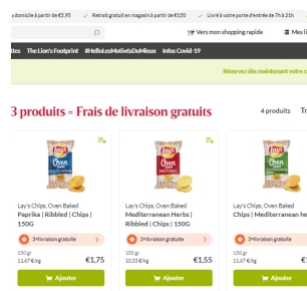
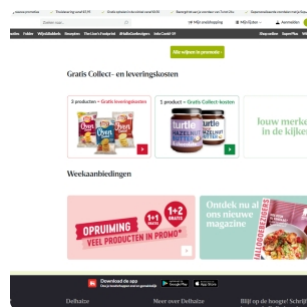
CONVERSION



CALL TO ACTION




TRIAL



# Product sampling

Free product added to the consumer's order.



**ONLINE COMMUNICATION  
AND ACTIVATION**

Online orders

### Duration

1 distribution

### Media Booking

6 weeks

### Nice to know

- 10.000 units distributed over a period of 5-8 days
- Single portion for HBC product
- Best-before date min 20 days
- Product available at Delhaize
- No targeting
- Up to 2 partners/week

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



ENGAGEMENT / CONSIDERATION



### Sample pictures








Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# ZigZagvertising



**ONLINE COMMUNICATION AND ACTIVATION**

Online orders

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!

### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Multibrand booklet Max 12 pages (each being branded by a single advertiser)
- Possibility to book the full ZigZag by 1 advertiser (for max 6 brands of it's portofolio)
- Impression, handling & distribution included
- Quantity: 30.000 prints
- Bilingual
- Format: 110 mm x 155 mm
- Possibility to combine with sampling (optional)

### Sample pictures



## OBJECTIVES

CONVERSION




INSPIRATION



ENGAGEMENT / CONSIDERATION



# Sponsored Products



**ONLINE COMMUNICATION  
AND ACTIVATION**

Search box

Optimize the position of your products on e-shop Delhaize within its Category:

- 2 products of your choice automatically appear first in the Category
- Products are also boosted in the children Category levels

**Duration**

---

4 weeks

**Media Booking**

---

4 weeks

**Nice to know**

---

- The 2 products should be of the same category
- Products boosted on e-shop and app
- 2 products as back-up (in case of out of stock)

**Post reporting**

---

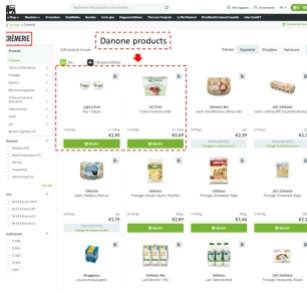
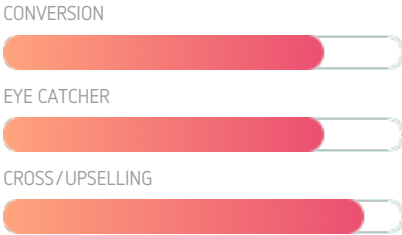
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- Number of units sold per reference per week

**Sample pictures**

---

## OBJECTIVES





## ONLINE COMMUNICATION AND ACTIVATION

### CONTENT & INSPIRATION



#### Brand Focus

Content page fully dedicated to 1 brand

Accessible during 12 weeks via:

- Banner "*Vos marques sous la loupe*" / "*Uw merken in de kijker*" on the Mega Menu




#### Recipe Activation

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers. After consulting a recipe, 70% of the users search for its ingredients on our e-shop!



# Brand Focus



**ONLINE COMMUNICATION  
AND ACTIVATION**

Content & inspiration

Content page fully dedicated to 1 brand

Accessible during 12 weeks via:

- Banner " Vos marques sous la loupe" / " Uw merken in de kijker" on the Mega Menu

### Duration

---

1 quarter

### Media Booking

---

8 weeks

### Nice to know

---

- Possibility to update the content of the page during the quarter
- Build your own content page with recipes, add to basket, video, story tellings, visuals,...
- Ideal to use this page as a landing page from your digital campaigns (Facebook, Youtube, Google, Newsletter,...)
- Creation and visuals provided by the client

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CROSS/UPSELLING




### Sample pictures

---



# Recipe Activation



**ONLINE COMMUNICATION  
AND ACTIVATION**

Content & inspiration

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers. After consulting a recipe, 70% of the users search for its ingredients on our e-shop!

**Duration**

---

Banner on the 'Recipe Homepage': 2 weeks  
 Recipe on the 'All Recipes Page': 12 weeks

**Media Booking**

---

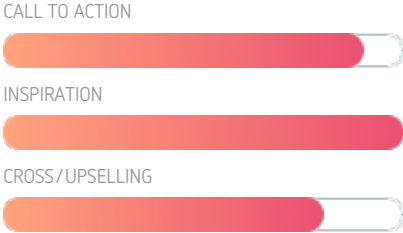
4 weeks

**Nice to know**

---

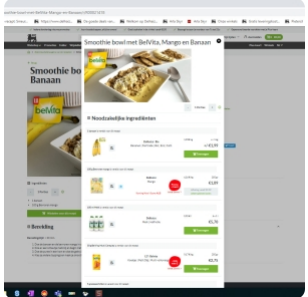
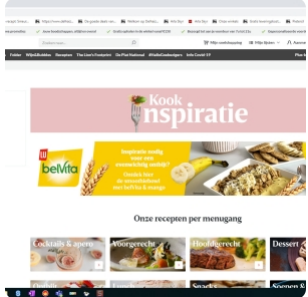
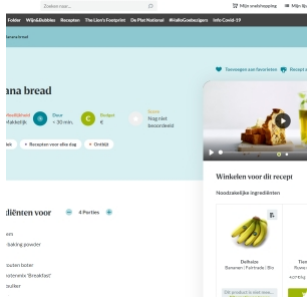
- 1 banner on 'Recipe Landing Page'
- 1 banner on 'All Recipes Page'
- 1 dedicated page with your recipe
- Possibility to add a video
- Button 'add to basket' in option

## OBJECTIVES



**Sample pictures**

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Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



# DELHAIZE MAGAZINE

---

+ CONTENT





# DELHAIZE MAGAZINE

## CONTENT



### Mini Mag Insert in Delhaize Magazine

Your owned Mini Mag in Delhaize Magazine!

Insertion of a leaflet (4 A5 pages or 8 A5 pages):

- Content
- Activation (offer coupon value)
- Innovation

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)



### Advertorial Delhaize Magazine

Sponsored advertorial inserted in Delhaize magazine:

- Full A4 page

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)



### Tested for you

A new format which allows you to publish plenty of information on a specific product in a specific setting.



### Recipes Card Delhaize Magazine

Your branded recipes card in Delhaize Magazine.

Insertion of 4 A6 recto/verso removable recipe cards.

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)



### A4 Advertisement Page Delhaize Magazine

Advertising Formats Print Delhaize Magazine. 3 options:

- 1 full page advertisement
- 1 full page advertisement with coupon

Delhaize Magazine

- 6 editions a year + 3 supplements Health - BBQ - Breakfast



# Mini Mag Insert in Delhaize Magazine



Your owned Mini Mag in Delhaize Magazine!

Insertion of a leaflet (4 A5 pages or 8 A5 pages):

- Content
- Activation (offer coupon value)
- Innovation

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)

### Duration

2 months

### Media Booking

10 weeks

### Nice to know

## OBJECTIVES

CONVERSION



BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



EDUCATION



## MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Printing included
- Exclusivity on the category
- All categories allowed

### Post reporting

Included in price (only for coupons)

- KPI1 - #unit sales

### Sample pictures





# Recipes Card Delhaize Magazine



Your branded recipes card in Delhaize Magazine.

Insertion of 4 A6 recto/verso removable recipe cards.

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)

### Duration

2 months

### Media Booking

8 weeks

### Nice to know

## OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



## MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Priority: family & convenient recipes

### Sample pictures



# Advertorial Delhaize Magazine



Sponsored advertorial inserted in Delhaize magazine:

- Full A4 page

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)

### Duration

2 months

### Media Booking

10 weeks

### Nice to know

## OBJECTIVES

INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CHANGE PERCEPTION



EDUCATION



## MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Priority healthy (Food, fresh, drinks) but possibility non food
- Feature article from the supplier

### Sample pictures



# A4 Advertisement Page Delhaize Magazine



Advertising Formats Print Delhaize Magazine. 3 options:

- 1 full page advertisement
- 1 full page advertisement with coupon

Delhaize Magazine

- 6 editions a year + 3 supplements  
Health - BBQ - Breakfast

### Duration

2 months

### Media Booking

8 weeks

### Nice to know

## OBJECTIVES

BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



EDUCATION



## MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- Measurements 1 page: 210 mm (W) x 270 mm (H) + 5 mm bleed at each side + crop marks
- Measurements double page: 420 mm (W) x 270 mm (H) + 5 mm bleed at each side + crop marks
- Resolution: CMYK/300 dpi
- 2 versions: Dutch and French (no bilingual ads)
- Advertisement coupon: template for the coupon on demand

### Sample pictures





Reach your customers where they are.

Any question ? E-mail us at  
[mmd@delhaize.be](mailto:mmd@delhaize.be)

## Tested for you

A new format which allows you to publish plenty of information on a specific product in a specific setting.

### Duration

2 months

### Media Booking

10 weeks

### Nice to know



## MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Printing included

### Sample pictures





## IN STORE

---

- ⊕ THROUGHOUT THE CUSTOMER JOURNEY
- ⊕ TV & RADIO
- ⊕ SHELF
- ⊕ FRIDGE





## IN STORE

### THROUGHOUT THE CUSTOMER JOURNEY



#### Caddy Drive

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.



#### Display Sampling

Display placed at the entrance of the store and filled with product samples.

The customer takes one product and scans it at the cashier with its loyalty Delhaize SuperPlus Card.

Perfect media to generate a trial and boost the conversion!



#### Truckvertising

Be visible and stay top of mind outside Delhaize through an impactful format.

Reach the potential shoppers during key traffic moments during the day.



#### Doorvertising

Doorvertising is our largest instore format. This support will give a big statement to your brand and push your visibility way further!



#### Caddy Move

Two-sided laminated communication on the shopping carts



#### Totem

A floor stand in stiff cardboard, placed in the department of the product



#### Totem Custom

A floor stand in stiff cardboard, placed in the department of the product.


Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...



# Caddy Drive

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.



**IN STORE**

Throughout the customer journey

## Banner



## Duration

3 weeks

## Media Booking

8 weeks

## Nice to know

- Coverage: 40%

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



EDUCATION




#6.500 CADDY SM  
# 9.900 CADDY SM+AD

What's new? The steering bar is now equipped with an NFC tag. Customers can retrieve current offers, videos, enter a game or a contest, and much more.

## Sample pictures



# Caddy Move



**IN STORE**

Throughout the customer journey

Two-sided laminated communication on the shopping carts

### Banner



### Duration

3 weeks

### Media Booking

6 weeks

### Nice to know

- Coverage: 40%
- #7.050 caddy SM
- #9.800 caddy SM+AD

### Sample pictures

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION




CHANGE PERCEPTION





# Display Sampling



**IN STORE**

Throughout the customer journey

Display placed at the entrance of the store and filled with product samples.

The customer takes one product and scans it at the cashier with its loyalty Delhaize SuperPlus Card.

Perfect media to generate a trial and boost the conversion!

### Banner



### Duration

1 week

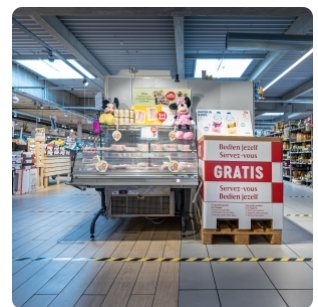
### Media Booking

8 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Min 20 SM (of your choice)
- Creation of the top card to provide by the client
- Retarget the testers by e-mailing
- Fresh product sampling and full size under investigation
- Various formats possible
  - 800x600mm + H860mm
  - 800x1200mm + H860mm

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



# Totem

A floor stand in stiff cardboard, placed in the department of the product


## Banner



## OBJECTIVES

BRAND AWARENESS

EYE CATCHER



**IN STORE**

Throughout the customer journey

## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures






Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Truckvertising



**IN STORE**

Throughout the customer journey

Be visible and stay top of mind outside Delhaize through an impactful format.

Reach the potential shoppers during key traffic moments during the day.

### Duration

6 weeks

### Media Booking

12 weeks

### Nice to know

Sold by packages of 10 trailers

- Big Trailers Delhaize: 13,23m x 2,31m
- Your communication on the 2 sides of the trailer
- National coverage BELUX: each trailer covers +/- 300km/day during daytime
- Non-FMCG branding possible
- Creation by the client
- All-inclusive service (Production - Placement - Control)

## OBJECTIVES

BRAND AWARENESS



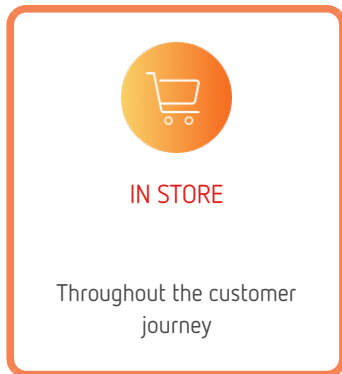
EYE CATCHER



BRAND POSITIONNING



# Totem Custom



A floor stand in stiff cardboard, placed in the department of the product.

Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures

## OBJECTIVES

BRAND AWARENESS



EYE CATCHER



INSPIRATION





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Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)






Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Doorvertising



**IN STORE**

Throughout the customer journey

Doorvertising is our largest instore format. This support will give a big statement to your brand and push your visibility way further!

### Banner



### Duration

3 weeks

### Media Booking

6 weeks

### Nice to know

- Big format (from 2m<sup>2</sup> till 4m<sup>2</sup>)
- Multiple category visibility at the same time
- Complementarity with other tools
- POS selection (min 20 POS)

### Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

### Sample pictures



## OBJECTIVES

BRAND AWARENESS



EYE CATCHER





## IN STORE

### TV & RADIO



#### Digital Signage Check-Out

All screens at the check-out of the stores (177 screens in 63 stores).



#### Digital Signage Entrance

A national coverage of over 162 screens in Supermarkets and Affiliated stores divided in multiple clusters:

- Each cluster having +- 45 screens, with the same national coverage
- Mix of Delhaize and AD Delhaize
- Equal estimated reach per cluster

You can book 1 or multiple clusters

> Possibility to include External Brands & Services



#### Digital Signage Category

Screens available in Bakery, Butchery, Fish, Wine and Fruit&Vegetables department 400 screens in total in 76 stores.



#### Radio only

Sound advertising message broadcast in Delhaize Stores: In-store radio




#### Digital Signage Shop&Go

Digital screen inside the 147 Shop &Go at Q8 petrol stations (1 screen per shop)



# Digital Signage Check-Out



**IN STORE**

Tv & radio

All screens at the check-out of the stores (177 screens in 63 stores).

### Banner



### Duration

1 week

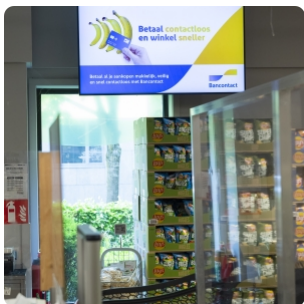
### Media Booking

6 weeks

### Nice to know

- The time of a TV spot is 6 secondes.
- 1.440 broadcasting a day/screen
- SOT : 20%
- Format : Landscape

### Sample pictures



## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



BRAND POSITIONNING








Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Radio only



**IN STORE**

Tv & radio

Sound advertising message broadcast in Delhaize Stores:  
In-store radio

### Banner

---



### Duration

---

1 week

### Media Booking

---

6 weeks

### Nice to know

---

- 25-second radio commercial
- 48 broadcasting a day/store
- 128 stores

### Sample pictures

---



## OBJECTIVES

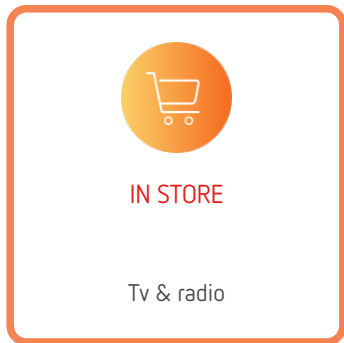
BRAND AWARENESS



CALL TO ACTION



# Digital Signage Entrance



A national coverage of over 162 screens in Supermarkets and Affiliated stores divided in multiple clusters:

- Each cluster having +- 45 screens, with the same national coverage
- Mix of Delhaize and AD Delhaize
- Equal estimated reach per cluster

You can book 1 or multiple clusters

> Possibility to include External Brands & Services

## Banner



## Duration

1 week

## Media Booking

6 weeks

## Nice to know

- National coverage
- Format: 55 inch
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- 1.440 broadcasting / day
- List of the stores available
- Possibility to include External Brands & Services

## Post reporting

If applicable (products sold at Delhaize):

- KPI 1: Reach (category)
- KPI 2: Penetration promoted product / range
- KPI 3: Category turnover evolution
- KPI 4: Promoted product / Range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION






Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



# Digital Signage Shop&Go



**IN STORE**

Tv & radio

Digital screen inside the 147 Shop &Go at Q8 petrol stations (1 screen per shop)

### Banner



### Duration

1 week

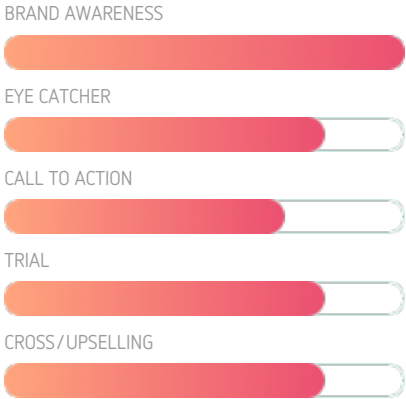
### Media Booking

8 weeks

### Nice to know

- National coverage
- Mostly put on top of the Panos counter, so high visibility and attention
- Format: 43 inch
- Format: Landscape
- SOV: 10%
- Message: max 12 secondes
- Broadcasted in a loop of 5 messages (4 Shop&GO/Q8 + 1 branded message)
- 720 broadcasting/day
- Specific rules for communication apply

## OBJECTIVES



### Sample pictures



# Digital Signage Category



**IN STORE**

Tv & radio

Screens available in Bakery, Butchery, Fish, Wine and Fruit&Vegetables department 400 screens in total in 76 stores.

### Banner



### Duration

1 week

### Media Booking

6 weeks

### Nice to know

- The time of a TV spot is 6 secondes
- 1.440 broadcasting a day/screen
- SOV: 20%
- Only advertisement relevant with the category
- Category available:
  - Bakery : 85 screens
  - Wine: 51 screens
  - Butchery: 85 screens
  - F&V: 92 screens
  - Fish: 87 screens

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



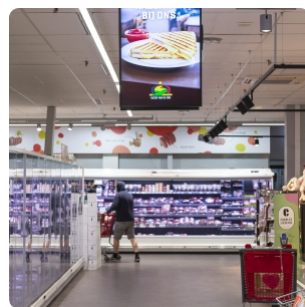
TRIAL



CROSS/UPSELLING



### Sample pictures





## IN STORE

### SHELF



#### Stopper mini

- Communication perpendicular to the shelf
- 148 x 105 mm



#### Stopper medium / maxi

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm



#### Leaflet Holder + Stopper

- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product



#### Full Customization Dry

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 m
- 2 stoppers Maxi



#### Quart de rond

- Transparent profiles with cardboard insert
- Size: 70 cm (7x10 cm)



#### Stopper Scent

Olfactive tool to give customers the possibility to smell a product and/or are encouraged to enter certain aisles

- Small Stopper 3D with scent



#### Stopper small

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm



#### Stopper 3D

- Communication printed in relief, placed perpendicular to the shelf
- 12 x 40 cm



#### Wobbler

- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)  
i.e. : fresh cheese in the fish department



#### Tester

Support placed in the isle as self testing



#### Floor Sticker & Stopper medium

Catch the attention of the shopper by 'framing' your products from the ground to the shelf.



#### Stopper mini 360°

- Communication 3D on the shelf
- Personalised cut-out



# Stopper mini



- Communication perpendicular to the shelf
- 148 x 105 mm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product / range
- KPI 3 - % New Buyers of promoted product / range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product / range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



# OBJECTIVES

EYE CATCHER



CALL TO ACTION



# Stopper small



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Option with a cut out shape
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



# OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER





# Stopper medium / maxi



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Sales uplift: Av. 13-29%

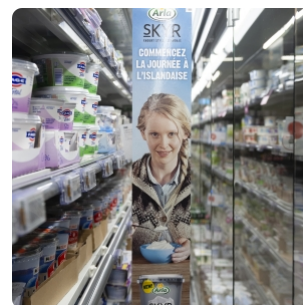
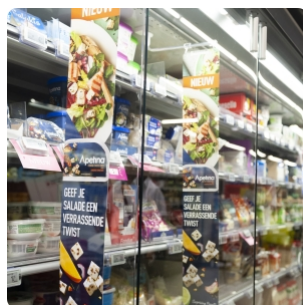
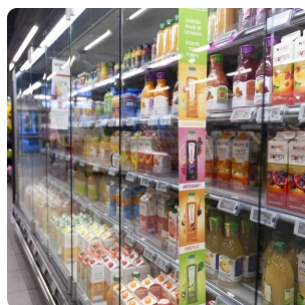
## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product / range
- KPI 3 - % New Buyers of promoted product / range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted prod

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



# Stopper 3D



- Communication printed in relief, placed perpendicular to the shelf
- 12 x 40 cm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Sales uplift: Av. 13-29%

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



# OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



# Leaflet Holder + Stopper



- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- One-page leaflets
- 150 leaflets per store
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



BRAND POSITIONNING



EDUCATION





Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Wobbler



- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)  
i.e. : fresh cheese in the fish department

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Format: 11cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



# Full Customization Dry



Included:

- Max 3 wobblers
- Floor stiker size: 700x350 m
- 2 stoppers Maxi

Banner



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Only for brand block

Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product / range
- KPI3 - % New Buyers of promoted product / range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product / range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Sample pictures



## OBJECTIVES

BRAND AWARENESS



EYE CATCHER



# Tester

Support placed in the isle as self testing

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- Placement - Post reporting by MMD
- Provision of products to be tested
  - SM: ± 150 products
  - SM+AD: ±380 products
- Creation and production by the client
- No refill

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



# OBJECTIVES

CONVERSION



TRIAL



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION



# Quart de rond



- Transparent profiles with cardboard insert
- Size: 70 cm (7x10 cm)

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product / range
- KPI3 - % New Buyers of promoted product / range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product / range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



# Floor Sticker & Stopper medium



Catch the attention of the shopper by 'framing' your products from the ground to the shelf.

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- 1 Floor sticker size: 70 x 35cm
- 1 Stopper medium: 12 x 77cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures





# Stopper Scent



Olfactive tool to give customers the possibility to smell a product and/or are encouraged to enter certain aisles

- Small Stopper 3D with scent

## Banner



## Duration

4 weeks

## Media Booking

10 weeks

## Nice to know

- Incite trial of a product and/or encourage shoppers to enter certain departments in the store
- Over 1.000 standard scent + possibility to create a tailor-made scent
- Only possible if usage in all banners
- All-inclusive service (Production - Placement - Post-reporting)
- Creation by the client

## Post reporting

Included in the price:

- KPI 1: Reach category
- KPI 2: Penetration promoted product/range
- KPI 3: % New Buyers of promoted product/range
- KPI 4: Category turnover evolution
- KPI 5: Promoted product / Range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION





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# Stopper mini 360°

- Communication 3D on the shelf
- Personalised cut-out

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Formats:
  - 310 x 105 mm (flat - unfolded)
  - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price:

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product / range
- KPI 3 - % New Buyers of promoted product / range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product / range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



Reach your customers where they are.



Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



## IN STORE

### FRIDGE



#### 3D product

3D product sticked on both sides of the door fridge glass.



#### Full Customization Fresh

Ideal for the Brand bloc

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 mm
- Fridge door outline stickers



#### Fridge door stickers

A glass door completely decorated with 2 stickers (fresh and frozen departments)



## 3D product

3D product stuck on both sides of the door fridge glass.

### Banner



## OBJECTIVES

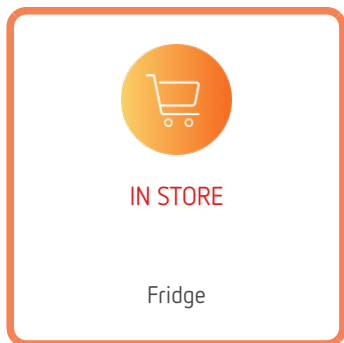
CONVERSION



BRAND AWARENESS



EYE CATCHER



### Duration

4 weeks

### Media Booking

8-10 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### Post reporting

Included in the price

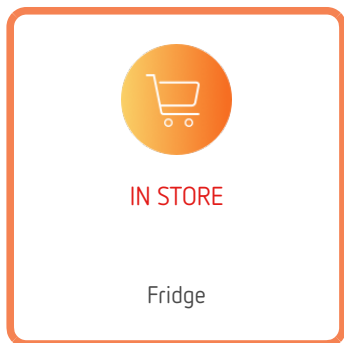
- KPI1 - #Reach category
- KPI2 - #Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - #Category turnover evolution
- KPI5 - #Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

### Sample pictures



# Full Customization Fresh



Ideal for the Brand bloc

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 mm
- Fridge door outline stickers

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures



## OBJECTIVES

CONVERSION



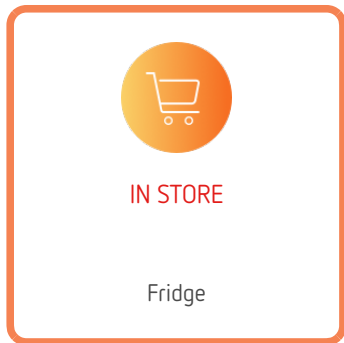
BRAND AWARENESS



EYE CATCHER



# Fridge door stickers



A glass door completely decorated with 2 stickers (fresh and frozen departments)

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Ideal to highlight 1 product or a range
- Size: (2x) max 40 cm x 12 cm
- Cut of your choice
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - #Reach category
- KPI2 - #Penetration promoted product/range
- KPI3 - #% New Buyers of promoted product/range
- KPI4 - #Category turnover evolution
- KPI5 - #Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

## Sample pictures







## PACKS & PROGRAMS

---

+ OMNICHANNEL





## PACKS & PROGRAMS

### OMNICHANNEL



#### Cashback Program

Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- Cashback via online (2 weeks): Fixed price for 3.500 refunds
- 1 OTA Pressure (2 weeks)
- 1 Mass Insert e-mail (800.000 contacts)
- 1 Stopper Small NFC (SM banner)
- Post action: stimulate rebuy via e-coupon (drive to store)
- Post-reporting



#### Sustainable Pack

How to be sustainable in your communication? In order to meet your needs, we have developed a Sustainable pack!



#### Ad'vice

Do you want to know the opinion of your consumers ?

Via survey to

- Launch new product
- Consumer satisfaction
- Choose a flavor
- Measure the perception of your campaign (before or after launch)
- ...

What's In

- Mini website (2weeks)
- Dedicated e-mail (max 100.000 contacts)
- Option: Extended Reach Pack 2 weeks (+ 6.000€)



#### E-shopper Pack

Target Online Shoppers to maximize your success on Delhaize.be



#### Promo Pack



#### Gamification Program

Engage, educate and convert your shopper through a fun experience!

Included in this Program:

- Online game (2 weeks)
- 1 OTA Pressure (2 weeks)
- 1 dedicated e-mail (100.000 contacts)
- 1 insert email (800.000 contacts)
- Post-action: stimulate rebuy via e-coupon
- Post-reporting
- Option: Instore Stopper NFC (budget on demand)
- Option: Extended Reach Pack (+ 6.000 €)



#### Innovation Pack

You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly!



#### 360° Approach

When to use a 360° Campaign ?

- Market a New Product
- Building Brand Image
- Highlight a Promotion
- Rebranding Strategy



#### Nutriscore Pack

The Nutri-Score label is helping consumers make nutritious choices when filling their shopping baskets





Reach your customers where they are.

Encourage impulse buys by highlighting your promotion

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



# Cashback Program



**PACKS & PROGRAMS**

Omnichannel

Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- Cashback via online (2 weeks): Fixed price for 3.500 refunds
- 1 OTA Pressure (2 weeks)
- 1 Mass Insert e-mail (800.000 contacts)
- 1 Stopper Small NFC (SM banner)
- Post action: stimulare rebuy via e-coupon (drive to store)
- Post-reporting

## OBJECTIVES

CONVERSION



PENETRATION



### Duration

2 weeks

### Media Booking

8 weeks

### Nice to know

- Look & feel of your brand
- Setup price + admin fee per participant

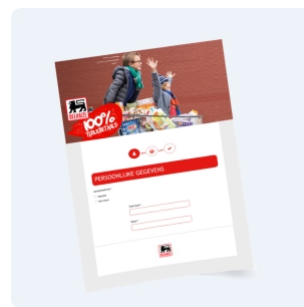
### Post reporting

If applicable:


- KPI 1: Reach category
- KPI 2: Penetration promoted product/range
- KPI 3: % New Buyers of promoted product/range
- KPI 4: Category turnover evolution
- KPI 5: Promoted product / Range turnover evolution

# Participants online

### Sample pictures



# Gamification Program



**PACKS & PROGRAMS**

Omnichannel

Engage, educate and convert your shopper through a fun experience!

Included in this Program:

- Online game (2 weeks)
- 1 OTA Pressure (2 weeks)
- 1 dedicated e-mail (100.000 contacts)
- 1 insert email (800.000 contacts)
- Post-action: stimulate rebuy via e-coupon
- Post-reporting
- Option: Instore Stopper NFC (budget on demand)
- Option: Extended Reach Pack (+ 6.000 €)

### Duration

2 weeks

### Media Booking

10 weeks

### Nice to know

Recruit: Games help you generate leads you can contact afterwards for other purposes (f.e. follow up, sending of a coupon, content)

- 50 various games (memo, quiz, catcher game, shot goals, etc.)
- Micro-site fully dedicated to your brand with your own look&feel
- Recruit : Games help you generating leads and qualify your DB
- Engage : Average of 3-4 minutes of engagement with your brand
- High Virality

### Post reporting

If applicable:

- KPI 1: Reach category
- KPI 2: Penetration promoted product / range
- KPI 3: % New Buyers of promoted product / range
- KPI 4: Category turnover evolution
- KPI 5: Promoted product / Range turnover evolution

# Participants online

### Sample pictures

## OBJECTIVES

CONVERSION



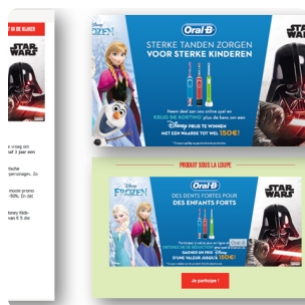
BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



EDUCATION



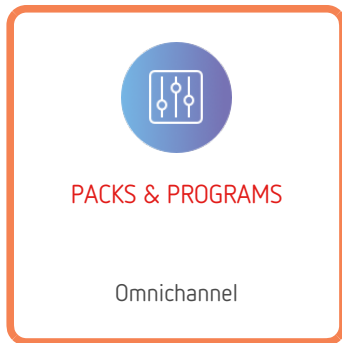
Bonjour Joris,

Que ce soit pour rendre vos boissons chaudes encore plus réconfortantes, pour préparer de délicieux desserts ou pour donner plus de goût à un plat - le sucre est indispensable. Voilà pourquoi nous avons une nouvelle variété dans notre assortiment !

Sucres de Tiramont lance le Sucre de Bettencourt Bio. Il est non seulement meilleur pour vous, mais aussi pour la planète. Et il est unique en Belgique ! Un vrai délice. Alors, qu'attendez-vous pour vous en procurer ?

Et ce n'est pas tout... Profitez également d'une douce promo. Vous recevrez en effet 3 coupons après votre première participation à notre petit 'Jeu du sucre' ! Le premier vous donne droit à 0,50€ de réduction à l'achat d'un paquet de Sucre de Bettencourt Bio de 500 g. Et le second à 0,50€ de réduction à l'achat d'un Moulin à Sucre Impalpable de 250 g.

## Sustainable Pack



How to be sustainable in your communication? In order to meet your needs, we have developed a Sustainable pack!

### Duration

8 weeks

### Media Booking

6 weeks

### Nice to know

- OTA PRESSURE - 2 WEEKS

TARGET THE SHOPPERS WITH THE HIGHEST PURCHASE INTENTION VIA DELHAIZE ONLINE DATA THROUGHOUT THE BUYING JOURNEY

- DIGITAL SIGNAGE ENTRANCE SM/AD - 1 WEEK

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CHANGE PERCEPTION



## 45 SCREENS – 45 POS (NATIONAL COVERAGE)

---

- DIGITAL SIGNAGE  
CHECK OUT SM – 1  
WEEK

## 177 SCREENS – 63 POS

---

- RADIO INSTORE – 1  
WEEK

REACH: 3.000.000  
CONTACTS

---

- DEDICATED E-MAIL – 1  
SENDING

E-MAIL DEDICATED OF  
 ONLY ONE ADVERTISER  
 SENT TO YOUR SPECIFIC  
 TARGET  
 REACH: 50.000  
 CONTACTS

! RULES !

USED FOR 1 BRAND

ALL TOOLS MUST BE  
 USED OVER A PERIOD OF  
 8 WEEKS

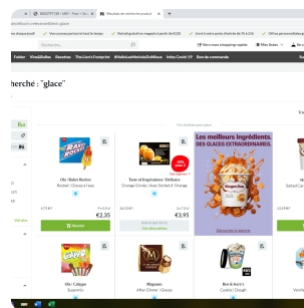
Sample pictures



Bonjour Joris,


Nos bébés méritent le meilleur, pas vrai ? Oui, mais... comment le leur offrir ? En variant leur menu avec des **plats 100% végétaux** et bio, par exemple. C'est désormais possible, grâce à **Nestlé Natures Bio** !

Aujourd'hui, certains parents mangent **moins de viande** : c'est meilleur pour la santé **et la planète**. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon filleul ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions est... "OUI" !





# Innovation Pack



**PACKS & PROGRAMS**

Omnichannel

You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly!

**Duration**

---

8 weeks

**Media Booking**

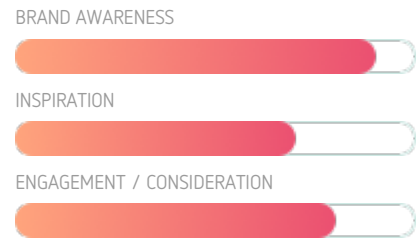
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6 weeks

**Nice to know**

---

## OBJECTIVES



- **OTA PRESSURE - 2 WEEKS**

**TARGET THE SHOPPERS WITH THE HIGHEST PURCHASE INTENTION VIA DELHAIZE ONLINE DATA THROUGHOUT THE BUYING JOURNEY**

---

- **PUSH PRODUCT FOR FREE COLLECT - 1 WEEK**

FREE PREPARATION  
COST FOR THE  
CONSUMER BY  
BUYING YOUR PRODUCT

---

- DIGITAL SIGNAGE  
ENTRANCE SM - 1  
WEEK

45 SCREENS – 45 POS  
(NATIONAL COVERAGE)

---

- RADIO INSTORE – 1  
WEEK

REACH: 3.000.000  
CONTACTS

---

- STOPPER SMALL SM +  
AD - 4 WEEKS

DRIVE EXTRA TRAFFIC TO  
THE SHELF AND  
HIGHLIGHT A PRODUCT  
RANGE

---

- SEGMENTED INSERT E-  
MAIL - 1 SENDING

REACH: 150.000  
CONTACTS

! RULES !

USED FOR 1 BRAND

ALL TOOLS MUST BE  
USED OVER A PERIOD OF  
8 WEEKS

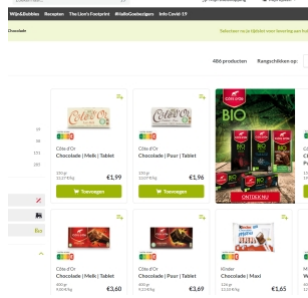
Sample pictures

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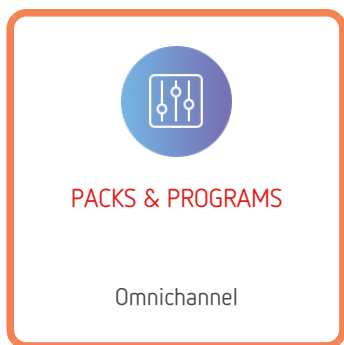


Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



# Ad'vice



Do you want to know the opinion of your consumers ?

Via survey to

- Launch new product
- Consumer satisfaction
- Choose a flavor
- Measure the perception of your campaign (before or after launch)
- ...

What's In

- Mini website (2weeks)
- Dedicated e-mail (max 100.000 contacts)
- Option: Extended Reach Pack 2 weeks (+ 6.000€)

## Duration

2 weeks

## Media Booking

10 weeks

## Nice to know

- Different Q&A formats (click on an image, checkboxes, text fields, dropdown lists, etc.)
- Anonymous participation
- Illustrate questions with media (video, pictures, cartoon, ...)
- Unlimited number of questions
- Fully customisable

## Post reporting

Anonymous survey results

## Sample pictures

# OBJECTIVES

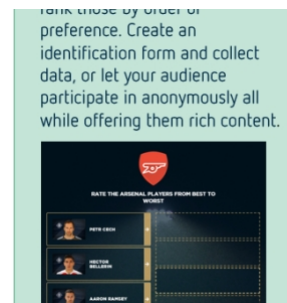
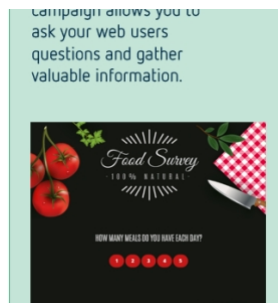
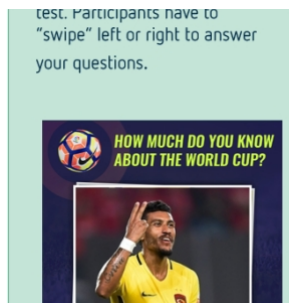
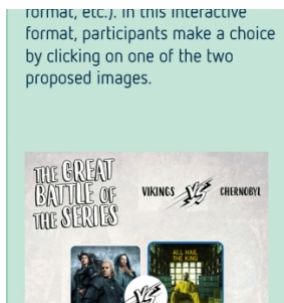
ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CHANGE PERCEPTION



# 360° Approach



**PACKS & PROGRAMS**

Omnichannel

When to use a 360° Campaign ?

- Market a New Product
- Building Brand Image
- Highlight a Promotion
- Rebranding Strategy

### Duration

4 weeks

### Media Booking

6 weeks

### Nice to know

- OTA Pressure - 2 weeks

Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey

- Stopper in shelf SM + AD - 4 weeks

Drive extra traffic to the shelf and highlight a product range

- Segmented insert email (1 sending)

Predifined segmented group based on the categories  
100.000 contacts

### Sample pictures

## OBJECTIVES

CONVERSION



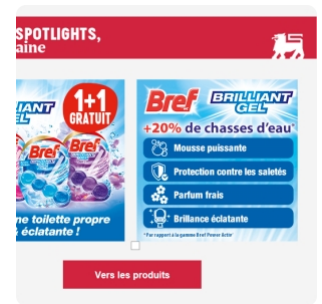
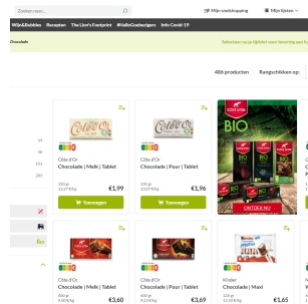
PENETRATION



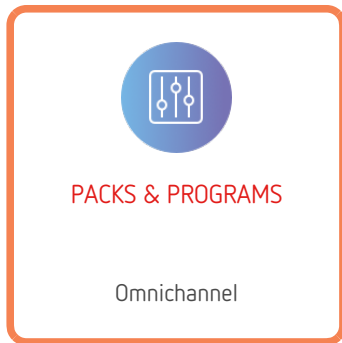
BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



## E-shopper Pack



Target Online Shoppers to maximize your success on Delhaize.be

### Duration

6 weeks

### Media Booking

8 weeks

### Nice to know

Included in this pack

- OTA Premium - 2 weeks

TARGET THE SHOPPERS  
WITH THE HIGHEST  
PURCHASE INTENTION  
VIA DELHAIZE ONLINE  
DATA THROUGHOUT THE  
BUYING JOURNEY

- Push product for free delivery – 1 week

FREE DELIVERY COST FOR  
THE CONSUMER BY  
BUYING YOUR PRODUCT

- ZigZag'vertising – 4 weeks

THE ZIGZAGVERTISING  
WILL BE ADDED TO EACH  
ONLINE ORDER.

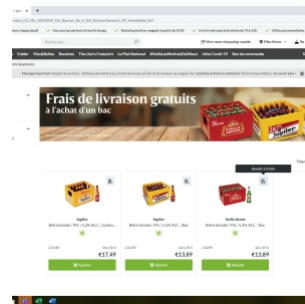
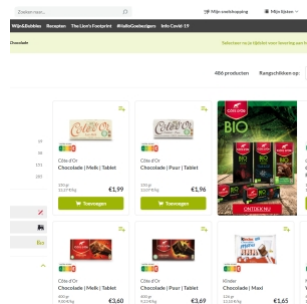
**DELHAIZE E-COM  
CUSTOMERS WILL HAVE  
EXCLUSIVE ACCESS TO  
ADVANTAGES, DISCOUNT  
VOUCHERS AND SERVICES  
FROM YOUR BRAND!**

Rules

**USED FOR 1 BRAND**

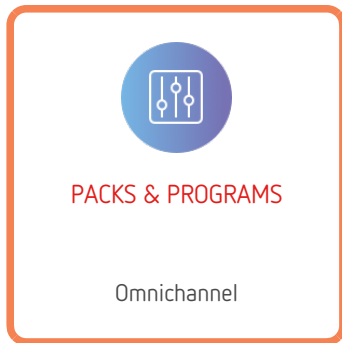
**ALL TOOLS MUST BE  
USED OVER A PERIOD OF  
6 WEEKS**

Sample pictures





# Nutriscore Pack



The Nutri-Score label is helping consumers make nutritious choices when filling their shopping baskets

## Duration

6 weeks

## Media Booking

6 weeks

## Nice to know

What's included ?

- Stopper small SM+AD – 4 weeks

## OBJECTIVES

BRAND POSITIONNING

CHANGE PERCEPTION

COMMUNICATION  
PERPENDICULAR TO THE  
SHELF – 40X12 CM

- Segmented insert e-mail – 1 sending

PREDIFINED SEGMENTED  
GROUP BASED ON THE  
CATEGORIES 100.000  
CONTACTS

- Sponsored products – 4 weeks

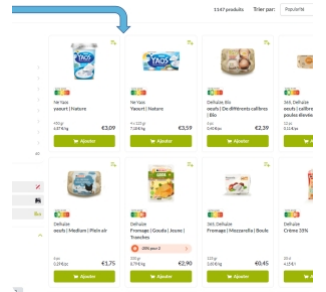
OPTIMIZE THE POSITION  
OF YOUR PRODUCTS ON  
E-SHOP DELHAIZE  
WITHIN ITS CATEGORY –  
2 PRODUCTS

! Rules !

USED FOR 1 BRAND

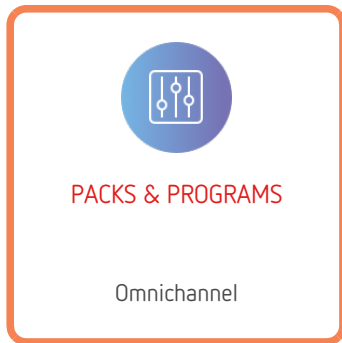
ALL TOOLS MUST BE USED OVER A PERIOD OF 6 WEEKS

Sample pictures



# Promo Pack

Encourage impulse buys by highlighting your promotion



### Duration

1 week

### Media Booking

6 weeks

### Nice to know

What's included ?

- Digital Signage Entrance

45 POS - SOT: 20%

- Radio Instore

128 POS - REACH:  
3.000.000

- Segmented Insert e-mail

200.000 CONTACTS

PREDIFINED SEGMENTED  
GROUP BASED ON THE  
CATEGORIES

Sample pictures

---

## OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL



CROSS/UPSELLING





Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



**Light**

**ET VOOR E BURGERS!**

Creëer met Mr BigMouth een luxe burgerbeleving thuis! Verkrijgbaar in 2 unieke smaken. **Sweet Chili** & **Black Pepper**. Toast de hamburgerbroodjes voor een heerlijke smaak. Voor receptinspiratie kijk op [www.mrbigmouth.eu](http://www.mrbigmouth.eu)

[Meer info](#)



Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



## STORE EXPERIENCE

---

- + TASTING - INDOOR
- + TASTING - OUTDOOR





Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



## STORE EXPERIENCE

### TASTING - INDOOR



#### Indoor with live preparation

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM




#### Indoor without live preparation

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM



# Indoor with live preparation



**STORE EXPERIENCE**

Tasting - Indoor

- All-in package
- Min. 15 activations /week
- Selection out of 60 'preferred' SM

### Duration

Min. 15 activations /week

### Media Booking

12 weeks

### Nice to know

### All-inclusive

- 1 ambassador/hostess - 7 hours
- Stand & Demo material
- Branding stand & outfit
- Standard package of disposables
- Standard cooking material
- Logistics
- Project management & telecheck

### Optional

- Airfryer
- Small or Big oven
- Blender
- Kitchen machine/chopper
- Hotpot
- Microwave
- Coffee machine

### Sample pictures



## OBJECTIVES

CONVERSION




TRIAL



CHANGE PERCEPTION



# Indoor without live preparation



**STORE EXPERIENCE**

Tasting - Indoor

- All-in package
- Min. 15 activations /week
- Selection out of 60 'preferred' SM

### Duration

Min. 15 activations /weeks

### Media Booking

12 weeks

### Nice to know

### All-inclusive

- 1 ambassador/hostess - 7 hours
- Stand & Demo material
- Branding stand & outfit
- Standard package of disposables
- Logistics
- Project management & telecheck

## OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL



### Sample pictures







Reach your customers where they are.

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## STORE EXPERIENCE

### TASTING - OUTDOOR



#### Mini Truck

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



#### Maxi Truck

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores



#### Street Bicycle

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



#### Premium Stand

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores






Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Mini Truck



**STORE EXPERIENCE**

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

### Duration

---

Min 10 activations

### Media Booking

---

12 weeks

### Nice to know

---

### All-inclusive

---

- Min 10 activations - 1 activation/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots

### Sample pictures


---

## OBJECTIVES

TRIAL



# Maxi Truck



**STORE EXPERIENCE**

Tasting - Outdoor

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores

**Duration**

---

Min. 25 activations

**Media Booking**

---

12 weeks

**Nice to know**

---

**All-inclusive**

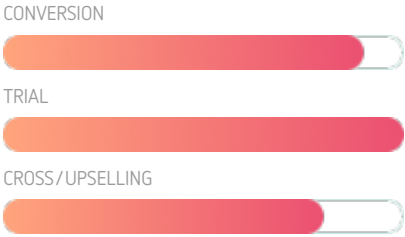
---

- Min. 25 activations
- Max. 1 activation/day
- Selection out of 75 qualified stores
- 2 ambassadors/hostess / 7 hours
- Degustation material included
- Fully Branded
- Extra cost = mirrors and awning

**Sample pictures**

---

## OBJECTIVES






Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Street Bicycle



**STORE EXPERIENCE**

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

### Duration

Min. 10 activations

### Media Booking

12 weeks

### Nice to know

### All-inclusive

- Min. 10 activations
- Max. 2 activations / day
- Selection out of 75 qualified stores
- 1 ambassador / hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the bicycle

### Sample pictures



## OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL






Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Premium Stand



**STORE EXPERIENCE**

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

### Duration

Min. 10 activations

### Media Booking

12 weeks

### Nice to know

### All inclusive

- Min. 10 activations
- Max. 5 activations/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the stand

### Sample pictures

## OBJECTIVES

CONVERSION



TRIAL



CROSS/UPSELLING





## TOOLS FOR EXTERNAL BRANDS & SERVICES

---

- ⊕ INSTORE
- ⊕ ONLINE COMMUNICATION & ACTIVATION
- ⊕ TARGETED & PERSONALIZED COMMUNICATION





## TOOLS FOR EXTERNAL BRANDS & SERVICES

### INSTORE



#### Digital Signage Entrance - External Brands & Services

A national coverage of over 162 screens in Supermarkets and Affiliated stores divided in multiple clusters:

- Each cluster having +- 45 screens, with the same national coverage
- Mix of Delhaize and AD Delhaize
- Equal estimated reach per cluster

You can book 1 or multiple clusters



#### Digital Signage Check-Out - External Brands & Services

All screens at the check-out of the stores (177 screens in 63 SM stores).



#### Caddy Drive - External Brands & Services

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.




#### Caddy Move - External Brands & Services

Two-sided laminated communication on the shopping carts



# Digital Signage Entrance - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

A national coverage of over 162 screens in Supermarkets and Affiliated stores divided in multiple clusters:

- Each cluster having +- 45 screens, with the same national coverage
- Mix of Delhaize and AD Delhaize
- Equal estimated reach per cluster

You can book 1 or multiple clusters

**Duration**

1 week

**Media Booking**

6 weeks

**Nice to know**

- National coverage
- Format: 55 inch
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- 1.440 broadcasting /day
- List of the stores available

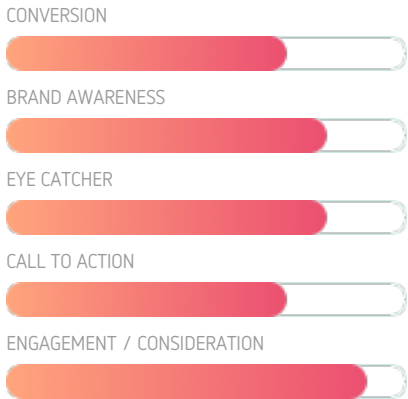
**Post reporting**

- KPI: Reach

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

**Sample pictures**

## OBJECTIVES








Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Digital Signage Check-Out - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

All screens at the check-out of the stores (177 screens in 63 SM stores).

### Duration

1 week

### Media Booking

6 weeks

### Nice to know

- The time of a TV spot is 6 secondes.
- 1.440 broadcasting a day/screen
- SOT : 20%
- Format : Landscape

## OBJECTIVES

BRAND AWARENESS




BRAND POSITIONNING



### Sample pictures



# Caddy Drive - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.

**Duration**

---

3 weeks

**Media Booking**

---

8 weeks

**Nice to know**

---

- Coverage: 40%
- #6.500 caddy SM
- # 9.900 caddy SM+AD

What's new? The steering bar is now equipped with an NFC tag. Customers can retrieve current offers, videos, enter a game or a contest, and much more.

**Sample pictures**

---

## OBJECTIVES

BRAND AWARENESS




CALL TO ACTION



EDUCATION



# Caddy Move - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

Two-sided laminated communication on the shopping carts

**Duration**

---

3 weeks

**Media Booking**

---

8 weeks

**Nice to know**

---

- Coverage: 40%

#7.050 caddy SM

#9.800 caddy SM+AD

**Sample pictures**

---





## TOOLS FOR EXTERNAL BRANDS & SERVICES

### ONLINE COMMUNICATION & ACTIVATION



#### Checkout Page

Give visibility to your brand on the most important page of the funnel on the Delhaize Website : The checkout page where we observe great metrics such as :

- +/- 450.000 page views per month
- Average Time Spent on page : 1 min.



#### Store Locator Banner - External Brands & Services

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page

## PLACEMENT DEDICATED TO EXTERNAL PARTNERS ONLY



#### ZigZagvertising - External Brands & Services

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!



#### Product Sampling - External Brands & Services

Why should sampling only be used by FMCG-Brands? Be outstanding, original & creative in your communication






Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Checkout Page



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Online Communication & Activation

Give visibility to your brand on the most important page of the funnel on the Delhaize Website : The checkout page where we observe great metrics such as :

- +/- 450.000 page views per month
- Average Time Spent on page : 1 min.

## PLACEMENT DEDICATED TO EXTERNAL PARTNERS ONLY

### OBJECTIVES

BRAND AWARENESS



INSPIRATION



BRAND POSITIONNING



#### Duration

1

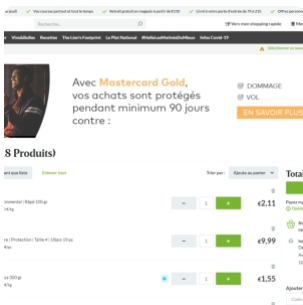
#### Media Booking

4


#### Nice to know

- Average time spent on page : 1 min.
- Exclusivity : Only one partner/week
- +/- 90.000 page views/week
- +/- 17.000 unique visitors/week
- Possibility to link it to a Content Page on the website of Delhaize

#### Sample pictures



# Store Locator Banner - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Online Communication & Activation

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page

### Duration

1 week

### Media Booking

4 weeks

### Nice to know

- Visibility on a page that is visited by another target group of Delhaize.be
- On average 40.000 visits per month
- Exclusivity: only one banner / week
- Possibility to link with a brand page on delhaize.be
- No further targeting possible

### Sample pictures



## OBJECTIVES

BRAND AWARENESS




EYE CATCHER



ENGAGEMENT / CONSIDERATION



# ZigZagvertising - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Online Communication & Activation

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!

### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Max 6 cards (each being branded by a single advertiser)
- Possibility to book the full ZigZag by 1 advertiser (for max 6 brands of it's portofolio)
- Impression, handling & distribution included
- Quantity: 30.000 prints
- Bilingual
- Format: 110 mm x 155 mm
- Possibility to combine with sampling (optional)

### Sample pictures



## OBJECTIVES

CONVERSION




INSPIRATION



ENGAGEMENT / CONSIDERATION



# Product Sampling - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Online Communication & Activation

Why should sampling only be used by FMCG-Brands? Be outstanding, original & creative in your communication

### Duration

---

1 week

### Media Booking

---

6 weeks

### Nice to know

---

- Free product added to the consumer's online order.
- 10.000 units distributed over a period of 5-8 days
- No targeting
- Up to 2 partners/week

### Sample pictures

---







## TOOLS FOR EXTERNAL BRANDS & SERVICES

### TARGETED & PERSONALIZED COMMUNICATION



#### Dedicated email - External Brands & Services

E-mail dedicated to only one advertiser sent to a specific target

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Up to 85.000 contacts



#### Insert e-mail - External Brands & Services

Insert of a branded banner in the Delhaize weekly e-news.

Possibility to segment up to 85.000 contacts or to send the news in a massive way up to 800.000 contacts.



#### Direct Mail - A5 Postcard

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer



#### Direct Mail - Selfmailer double or triple


A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

Up to 2 or 3 coupons offer



# Dedicated email - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

E-mail dedicated to only one advertiser sent to a specific target

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Up to 85.000 contacts

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

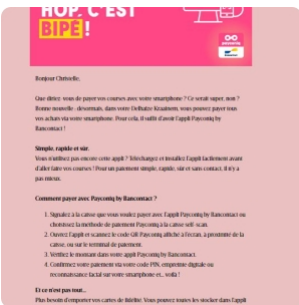
- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Setup + content cost
- Sent on Tuesday or Saturday

### Post reporting

Included in the price:

- KPI1 - #Open rate (FR + NL)
- KPI2 - #Click open rate (FR + NL)
- KPI3 - #Click Map

### Sample pictures



Hallo,

Midden in de prachtige Limburgse natuur ligt **Maasmechelen Village**, een luxueuze winkelbestemming in openlucht met meer dan **100 topmerken**. Je vindt er het hele jaar door de leukste modetrends aan prijzen tot **60% lager** dan de aanbevolen retailprijzen.

**Jouw voordeel als Delhaize-klant**  
Als Delhaize-klant word je extra in de watten gelegd bij Maasmechelen Village.

- Je krijgt **10% korting** op de outletprijs\*.
- Je hebt toegang tot onze exclusieve **VIP Lounge**, een luxe ontspanningsruimte waar je tot rust kan komen tijdens je

## OBJECTIVES

CONVERSION



BRAND AWARENESS




TRIAL



ENGAGEMENT / CONSIDERATION



# Insert e-mail - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

Insert of a branded banner in the Delhaize weekly e-news.

Possibility to segment up to 85.000 contacts or to send the news in a massive way up to 800.000 contacts.

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

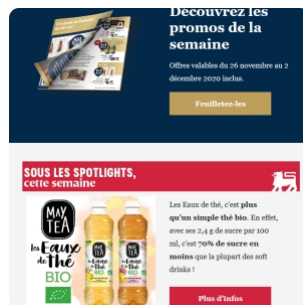
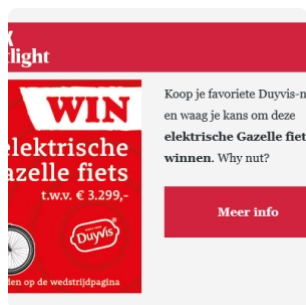
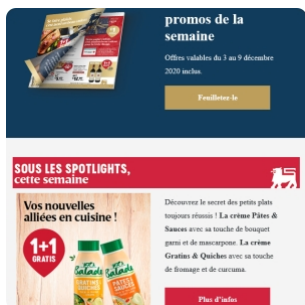
- Highlight of an existing promotion / Information / Innovation / ...
- Look & feel Delhaize

### Post reporting


Included in the price

- KPI1 - #Open rate (FR+NL)
- KPI2 - #Click open rate (FR+NL)

### Sample pictures



# Direct Mail - A5 Postcard



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer

### Duration

---

1 sending

### Media Booking

---

13 weeks

### Nice to know

---

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

### Post reporting

---

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Participation rate
- KPI2 - # redemption

### Sample pictures

---

## OBJECTIVES

CONVERSION



BRAND AWARENESS



INSPIRATION




ENGAGEMENT / CONSIDERATION



**Du Cécémel sans lactose?!**  
 Oui, ça existe : c'est le Cécémel sans lactose. Les gourmands intolérants au lactose peuvent donc (enfin) savourer le goût unique et incomparable de Cécémel. Comme tous les autres produits de Cécémel, il a aussi obtenu un Nutri-Score B. Pour profiter chaque jour du seul vrai.  
 Vous trouverez le Cécémel sans lactose au rayon crèmerie de votre supermarché Delhaize.



# Direct Mail - Selfmailer double or triple



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

Up to 2 or 3 coupons offer

### Duration

1 sending

### Media Booking

13 weeks

### Nice to know

- Offer coupon value: Min 20%
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Participation rate
- KPI2 - #Redemption
- KPI3 - #Sales evolution
- KPI4 - #Behavior

### Sample pictures





## ENLIGHT+

- + SHOPPER INSIGHTS--
- + SALES REPORT
- + CUSTOMER INSIGHTS

Our online self-service platform if you would like to be enlightened by your Sales & Customer Insights data



enlight+

# Brand Shifting Report



## Objectives

---

- Highlight positive and negative buyer transfers between brands or categories to identify loss & gain sourcing

## Nice to know

---

## Key questions

---

- What is my market share within the category? What is the market share of my main competitors within the category?
- What is my percentage of net gain/loss coming from my competitors?
- What is, in absolute value, the amount of sales that I have gained/lost from my competitors?

## Post reporting

---

- Market Share *vs. 5 brands within the same category*
- Net gain/loss of clients *from these 5 brands*
- Absolute value number in sales gained or lost per brand

## Sample pictures

---





Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



ENLIGHT+

---

## SALES REPORT



### General View

Get the helicopter view you need in order to better understand the overall trends impacting your brand and category performance. Track the sales evolution of your products both in terms of revenue and quantities sold across distribution channels online and offline.

-> Included in the Enlight+ subscription



### Distribution View

Get insights in how your products are distributed across our different stores within our commercial banners.

-> Included in the Enlight+ subscription



### Assortment View

Are you eager to understand how sales is evolving across the different banners within your product portfolio? This detailed view will allow you to take corrective actions if needed on product level.

-> Included in the Enlight+ subscription







Reach your customers where they are.

Any question ? E-mail us at  
[mmd@delhaize.be](mailto:mmd@delhaize.be)

## General View



ENLIGHT+

Sales Report

Get the helicopter view you need in order to better understand the overall trends impacting your brand and category performance. Track the sales evolution of your products both in terms of revenue and quantities sold across distribution channels online and offline.

-> Included in the Enlight+ subscription

### Duration

---

1 year subscription

### Nice to know

---

### Different views available

---

- 1) Sales Value evolution by week
- 2) Sales Qty evolution by week
- 3) Sales by banner and by week
- 4) Sales by Nutriscore and week
- 5) Sales Evolution % Vat incl by week
- 6) E-com Evolution by week

### Sample pictures

---





Reach your customers where they are.

Any question ? E-mail us at  
[mmd@delhaize.be](mailto:mmd@delhaize.be)

## Assortment View



ENLIGHT+

Sales Report

Are you eager to understand how sales is evolving across the different banners within your product portfolio? This detailed view will allow you to take corrective actions if needed on product level.

-> Included in the Enlight+ subscription

### Duration

---

1 year subscription

### Nice to know

---

### Objectives

---

- 1) This view will allow you to obtain information in order to optimize your assortment or promotional strategy.
- 2) Follow the quantity sold and sales evolution over time

### Key Questions

---

- 1) Which products contribute the most to my growth ?
- 2) Which products should I put forward within my promostrategy ?
- 3) In which Delhaize banner do I have the most opportunities/potential to grow ?

### Sample pictures

---



# Distribution View



Get insights in how your products are distributed across our different stores within our commercial banners.

-> Included in the Enlight+ subscription

### Duration

---

1 year subscription

### Nice to know

---

### Objectives

---

- 1) Identify where my products are referenced
- 2) Optimize assortment depending on the banner where the references are located

### Key Questions

---

- 1) How to determine distribution rate of my products within each banner ?
- 2) Get a detailed view where your products are being sold

### Sample pictures

---





## ENLIGHT+

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### CUSTOMER INSIGHTS



#### Lapsed & Gained Report

Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

-> Included in the Enlight+ subscription



#### Launch Innovation Report

Get insights in the regional spread of the sales of your innovation across the country and across commercial banner.

-> Included in the Enlight+ subscription



#### Brand Segmentation

Get insights in the Shopper segmentation type based on the buying behavior of your customers within the (sub) category.

-> Included in the Enlight+ subscription



# Lapsed & Gained Report



Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

-> Included in the Enlight+ subscription

## Duration

---

1 year subscription

## Nice to know

---

## Objectives

---

- 1) Increase knowledge about your new & former buyers
- 2) Make former buyers come back to your brand

## Key Questions

---

- 1) Have I gained or lost clients recently ?
- 2) Where do my new clients come from ?
- 3) To which brands have my lost clients shifted ?

## Sample pictures

---





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# Launch Innovation Report



ENLIGHT+

Customer Insights

Get insights in the regional spread of the sales of your innovation across the country and across commercial banner.

-> Included in the Enlight+ subscription

## Duration

---

1 year subscription

## Nice to know

---

## Objectives

---

- 1) Identify your buyers's profile and set up corrective actions
- 2) Identify regional specificities

## Key Questions

---

- 1) How to assess the efficiency of my innovation at Delhaize?
- 2) How many new buyers and what's their purchase behavior?
- 3) From which category/brand do my new clients come from?
- 4) In which regions do my new products perform better or worse?

## Sample pictures

---



# Brand Segmentation



Get insights in the Shopper segmentation type based on the buying behavior of your customers within the (sub) category.

-> Included in the Enlight+ subscription

### Duration

---

1 year subscription

### Nice to know

---

### Objectives

---

- 1) Provide indicators about consumers's behavior vs category
- 2) Identify growth opportunities inside the category

### Key Questions

---

- 1) How is the brand's customer base segmented in terms of purchasing behavior?
- 2) How often are customer's purchasing your brand?
- 3) How much do brand customer's spend on the entire (sub)category?
- 4) How much of the spending is linked to the brand?
- 5) How much of the total spending is linked to the top competing brands?

### Sample pictures

---





## DATA ON DEMAND

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- ⊕ CATEGORY ANALYSIS
- ⊕ SHOPPER INSIGHTS
- ⊕ TRANSACTIONAL DATA







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## Overview Category



DATA ON DEMAND

Category Analysis

Providing valuable insights about how is my brand positioned within its category

-> Ad-Hoc Request

Nice to know

---

Type of analysis

---

- Sales Trends
- Sales Equation
- Contribution to growth

Available Focus (2 possible)

---

- Store Perimeter
- Product type
- Specific Packaging Format
- Specific Feature
- Delhaize Segmentation

Sample pictures

---





# DATA ON DEMAND

## SHOPPER INSIGHTS



### Potential Target Audience

#### Objectives

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.



### Predictive Acquisition Model

#### Objectives

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with an higher propension to purchase your product! And of course, target them!



# Potential Target Audience



**DATA ON DEMAND**

Shopper Insights

## Objectives

---

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.

## Nice to know

---

### What's In

- Brand/Category Buyers; Non-buyers; Lapsers
- Delhaize RFM segmentation
- Delhaize Premium Foodie/Game Changer/Convenience Seeker segmentation
- A 100% credit if used to build a DM or e-mail project afterwards

### What's Out

- Any targeting based on a specific competitor or product
- Any information about other retailers

## Sample pictures

---



# Predictive Acquisition Model



**DATA ON DEMAND**

Shopper Insights

### Objectives

---

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with an higher propension to purchase your product! And of course, target them!

### Nice to know

---

- Also available for niche or innovation products
- Based on our plus-card holders at Delhaize

### Post reporting

---

- No reporting forseen for basic option
- Premium option: mapping of client age, regional, gender, segmentation split)

### Sample pictures

---



# A/B Testing Report



## Objectives

---

- Assess the efficiency of a marketing campaign by comparing test stores and control group stores
- Evaluate the global sales uplift linked to my campaign

## Key questions

---

- Was the perimeter of my action correctly defined?
- What is the acquisition cost of a new purchaser of my promoted products regarding the media cost?

## Media Booking

---

4 weeks

## Post reporting

---

- Reach
- Number of category and product purchasers
- Number of new buyers
- Category and Promoted Product Turn. Evolution

## Sample pictures

---





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[www.mediamarketingdelhaize.be](http://www.mediamarketingdelhaize.be)

Points Plus Punten S.A./N.V.  
Brusselsesteenweg 347 - B-1730 Asse

